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(54) Title: **HAND HELD CLEANING DEVICE & METHOD OF ADVERTISING AT AN ENTERTAINMENT EVENT**

(57) Abstract: During a televised entertainment event, a handheld cleaning device is used to wipe a stage or other planar surface to remove liquid there from. The device has an exterior displaying a visual advertisement, and the act of wiping the planar surface is televised, including the advertisement displayed on the device. This promotes over television the product or service in the advertisement.

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